



Handbook of Policies and Programs

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The Handbook

The Craft Marketing Program "Handbook" establishes the policies and procedures of the Program and is intended for use by Kentucky residents. It is available online to all interested parties who make inquiries regarding the services provided by the Program. The Handbook may be revised periodically, and the changes will be incorporated into Program policy.

The Craft Marketing Program

The Craft Marketing Program's mission is to expand the state's craft industry; support and empower Kentucky artisans and craftspeople; create an economically viable environment for craft entrepreneurs, preserve the state's craft traditions, stimulate and support product development; and generate public awareness, public support, and public/private partnerships.

The Program is a state agency in the Kentucky Arts Council, in the Commerce Cabinet. Since its inception in 1982, the Program has been heralded for its pioneering efforts in marketing the state's crafts and is one of the few states in the country that supports its craft industry in this way. Activities and goals for the Program are set forth by a planning process of the Kentucky Arts Council, where citizens of the Commonwealth may provide input at public forums. The Program provides assistance to Kentucky residents, individuals, and groups wanting to develop as craft professionals through economic opportunities and training, and to other outside entities (i.e., craft retailers, craft and art organizations, community and government agencies), and the general public.

Program services are divided into two areas: non-juried and juried. Non-juried services are geared to beginning and part-time craftspeople who may be interested in pursuing a craft business. Technical assistance and educational training are available through an annual weekend workshop, pre-jury sessions, individual consultations, and other specialized training. The Program's involvement in the state's cultural tourism projects, statewide craft initiatives, and the new product development initiative provide marketing opportunities, both regionally and nationally, to the Kentucky craftspeople.

Non-Juried Services

All interested Kentucky residents may take advantage of the non-juried services. These services are for beginning craftspeople needing resources and technical assistance to develop their business and marketing skills. Program staff can provide assistance at this level to prepare craftspeople for the juried portion of the Program.

Registry: All craftspeople who contact the Craft Marketing Program are included on the Registry, which also serves as the Program mailing list. The Registry is provided upon request, for a fee, to buyers, show and fair organizers, special interest groups, suppliers, etc. Registering with the Craft Marketing Program can provide valuable contact with the craft community and aid in the development of a craft network.



Training: Technical assistance is available for craftspeople at all levels. Consultations may be scheduled with Program staff who can assist craftspeople in determining the necessary steps to take in the development of their crafts and businesses.

Workshops are designed to assist craftspeople on all levels in their craft development, business training, and marketing skills. These include pre-jury sessions and the annual craft mini-conference that focuses on various business and aesthetic topics. Registration information is sent to all registered craftspeople prior to each workshop. Program staff is also available, on a limited basis, to conduct basic workshops for community groups, local craft guilds, etc. All requests for special workshops must be made in writing.

Resources: Resources for Craftspeople is a listing of information on state and national organizations, publications, and services geared specifically to craftspeople and small businesses. One copy is provided free-of-charge to all craftspeople registering with the Program. This information can assist the beginning craftsperson in locating specific resources for individual needs. Craftspeople may review detailed resource materials maintained on file, by appointment. Numerous videos and books are available for loan.

Juried Services

Juried services assist career, craft professionals in marketing their work regionally, nationally, and internationally. Craftspeople at this level should be prepared to respond to the volume of business that may result through juried participation in the Program. Active juried participants find their works in quality shops and galleries--internationally--and on the pages of major publications and catalogs.

Kentucky craftspeople whose works have been accepted through the Craft Marketing Program jury process (a review to determine quality work) are eligible for the juried services. These services are directed to both traditional and contemporary crafts and focus on wholesale production. Craftspeople producing one-of-a-kind work or retailing only can also benefit on a limited basis from the Craft Marketing Program juried services.

Opportunities

“Kentucky Crafted” Logo: Juried participants are eligible to use the “Kentucky Crafted” logo, which is internationally recognized as a symbol of quality craftsmanship. This logo is specifically for use by the Craft Marketing Program juried participants and designates those crafts that have met the quality standards of the Program and the review of a national panel of jurors. Tags, stickers, and logo sheets may be purchased at a nominal cost for use on crafts and printed materials. The logo can also be provided in digital format, either electronically or on disk. The “Kentucky Crafted” logo can be a valuable promotional tool for use on printed materials and web sites.

Guidelines for using the “Kentucky Crafted” logo will be provided to eligible craftspeople following the annual jury session, or upon request.



Internet Representation: A web site is maintained on the Internet and used to promote the Program, juried participants, and Program activities to the wholesale trade, tourist industry, and the general public. The address is <http://www.kycraft.ky.gov>.

Listings and Referrals: In response to national advertising and promotional activities of the Program, hundreds of buyers request a listing of juried participants, annually. These inquiries can result in valuable sales and contacts for all Program participants: One-of-a-kind, as well as production craftspeople. Media contacts also result in important referrals to juried craftspeople. Buyers' services provided by the Program also aid in identifying specific product needs and result in ongoing sales leads for juried participants.

Loan Program: Low interest loans are offered by the Kentucky Economic Development Financial Authority to juried participants to assist in business-related expenses. Detailed information will be provided to eligible craftspeople following the annual jury session, or upon request.

New York International Gift Fair: A Kentucky section coordinated by the Craft Marketing Program is represented at the New York International Gift Fair, twice a year. Juried participants have the option of attending to represent their samples in a group display or applying with show management, directly, for participation in their own booth. Participation at this show is promoted nationally and is responsible for much of the national recognition received by the Program. Assistance on direct entry to national shows is also available.

Product Development: The Program coordinates activities to encourage and support craftspeople in developing specialized products for state government-operated retail facilities, Kentucky retailers, and other special promotions targeted toward cultural heritage tourists. Juried participants will receive information regarding guidelines, opportunities, and projects through the mail.

Cultural Heritage Tourism: The Program participates on the steering committee for the state's Cultural Heritage Tourism Master Plan which offers many opportunities for the support of the craft industry and in marketing crafts and craftspeople to the tourists visiting the state. Juried participants in the Program will have access to various activities that encourage their involvement in this statewide initiative.

Events

In addition to the events listed below, juried participants may apply or be asked to submit items for ongoing state government activities. Activities include the Capitol Building display case, and gifts and displays at various state functions.

Kentucky Crafted: The Market: This annual wholesale/retail event is the largest event coordinated by the Program and is currently held at the Kentucky Fair and Exposition Center in Louisville. The show is promoted nationally and attended by buyers from across the country and Kentucky state park gift shops. Buyers place wholesale orders with Program juried participants, visual artists juried by the Kentucky Arts Council, Pride of Kentucky food vendors, and music and book publishers. The Market provides an excellent opportunity for obtaining



wholesale experience and expanding state and national outlets. Retail hours provide public awareness and additional sales. A Market advisory committee, composed of exhibitors, provides evaluation and feedback for future Market planning. Juried participant volunteers can obtain valuable insight and orientation to marketing through this event.

Governor's Derby Day Celebration: Twenty-eight juried participants exhibit at this retail-only event, which is held the first Saturday in May on the Capitol grounds in Frankfort. This is the only Program-sponsored retail-only event.

Kentucky Folklife Festival: Sponsored by the Kentucky Historical Society and the Kentucky Arts Council, this event is held in September on the Old Capitol grounds, the Plaza area, and the riverfront area in Frankfort.

Volunteer Opportunities: Juried participants may elect to volunteer at Program-sponsored events, which will fulfill the three-year eligibility requirement.

Other

Credit Card Services: Juried participants in the Craft Marketing Program receive a reduced rate for credit card services from a Louisville bank.

Newsletter: A Craft Marketing Program NEWSLINER includes reports on Program activities, resources, opportunities for juried participants, and general news pertaining to juried participants.

Other Services

Clearinghouse: The Program serves as a clearinghouse for craft retailers, craft and art organizations, community and government agencies, and the general public. Information is available on statewide craft resources. Technical assistance for craft-related activities is on an as-requested basis.

Other Important Resources

Kentucky Arts Council
Old Capitol Annex
300 W. Broadway
Frankfort, KY 40601-1980
Toll free 1/888/833-2787
502/564-3757 (V/TDD)
FAX: 1/502/564-2839
Email: kyarts@ky.gov
<http://artscouncil.ky.gov>

Provides technical assistance, resources, and grants to individual artists



Kentucky Museum of Arts + Design

715 West Main Street

Louisville, KY 40202

Toll free 1/800/446-0102

502/589-0102

FAX: 1/502/589-0154

<http://kentuckycrafts.org>

Provides retail opportunities, exhibitions, and educational programs

Kentucky Guild of Artists and Craftsmen

P.O. Box 291

Berea, KY 40404

606/986-3192

<http://kyguild.org>

Craft membership organization that hosts spring and fall fairs

The Craft Marketing Program staff can also make referrals for juried craftspeople to the numerous other agencies and support services that are available on a state and national level.

Becoming a Craft Marketing Program Juried Participant

Kentucky has been recognized as a leader in marketing crafts, and jurying the work promoted by the state is essential to maintaining quality standards. The Program focuses on statewide and national wholesale marketing, and it is necessary for the continued success of Kentucky's professional craftspeople to provide buyers with the best work Kentucky has to offer. The purpose of the jury session is to select qualified participants for the juried services of the Kentucky Craft Marketing Program. The jury process is critical to establishing credibility and achieving the goals of the Program.

The jury session is generally held each year in the summer. Jurors look for excellence in three areas: design, technique, and originality/authenticity. Only work of the highest quality within these standards will be accepted into the juried portion of the Craft Marketing Program.

The Craft Marketing jury panel is composed of seven craft professionals: three out-of-state jurors (one a returning juror), one Kentucky retail gallery owner, Tim Glotzbach, Director of the Kentucky School of Craft, Hindman, Victoria Faoro, Director/Buyer for the Kentucky Artisan Center at Berea, and a Craft Marketing Program juried participant, whose scores are considered only in cases of disparity or a borderline score.

The jurors evaluate each entry and are encouraged to write constructive comments. Applicants are identified numerically and remain anonymous during the entire process. There is no limit on the number of craftspeople who may be juried into the Craft Marketing Program.

Eligibility Criteria: Crafts must be produced by Kentucky residents (residency is determined by KRS 141.010. Contact Legislative Research Commission: <http://www.lrc.state.ky.us> or telephone 502/564-8100), Kentucky-based businesses, or craft production centers paying Kentucky sales and income tax, with the majority of employees residing in Kentucky and the



majority of the craft production in Kentucky. Sales representatives are not eligible unless they participate as an employee of a craft production center.

All craftspeople applying for the Craft Marketing Program jury session must be registered as a business within the state of Kentucky. A business tax number (or proof of application) must be included with the jury application. To receive information, contact:

Kentucky Revenue Cabinet
Taxpayer Registration
1266 Louisville Road, Perimeter Park
P.O. Box 299
Frankfort, Kentucky 40602-0299
(502) 564-3306 FAX 502/227-0772
http://revenue.ky.gov/registration_forms.htm
(Form #10A100)

(A business tax number or proof of application must be included with the jury application)

What Is Eligible?: High-quality crafts constructed from the following media will be considered by the panel of jurors: ceramic, fiber, glass, leather, metal, mixed-media, natural/organic materials, paper, or wood. Work submitted in these media must employ techniques universally considered as craft. Non-traditional crafts must be original in design. Traditional designs are acceptable but must be acknowledged on the application. All work submitted must be a finished product.

Jurors look for excellence in three areas: **design, technique, and originality/authenticity.** Only work of the highest quality within these standards will be accepted into the juried portion of the Craft Marketing Program.

Applicants may submit entries in more than one medium. **An entry is five samples of your line of work that is made in the same medium, using the same technique and constitutes a coherent body of work, rather than a range of work.** Even if only one item is produced, five (5) samples are crucial in assessing the **quality and consistency of workmanship.** (Photographs or slides **WILL NOT** be accepted. You may submit a written request for an exemption that would allow you to jury with slides, if you have an extreme situation that would prevent you from jurying otherwise.) **Submit additional entries** when techniques, styles, or designs are substantially different, even if in the SAME medium. (For example, turned wood vessels and wood jewelry would be two entries.)

Ineligible Work:

- ♦ Two-dimensional artwork: paintings, prints, computer-generated graphics, posters, drawings, photographs, and printed products derived from original 2-dimensional art. (See jury process for Visual Artists)



- ◆ Notecards and books unless made from handmade paper or hand-bound or hand-printed (See process for including authors & publishers in Kentucky Crafted: The Market)
- ◆ Work made from, or based on, **COMMERCIAL** patterns, molds, stencils, kits, or purchased or copied from a publication
- ◆ Items purchased and decorated (such as tee shirts, grapevine wreaths, etc.)
- ◆ Work made from combining purchased commercial objects, unless commercial objects are minor, functional components of the overall design. (Note: Assemblage of commercially produced items is generally not considered to be handcrafted work and is discouraged; however, strong overall design, interpretation, and originality can affect the end result.)
- ◆ Hand-processed materials (for example, dried flowers, wood cutouts, etc.) unless part of the finished product
- ◆ (An exemption is made for spun wool or other processed similar items that stand on their own merit as a product with traditional craft origins.)
- ◆ Jar candles (traditional hand-dipped are preferred; however, non-container candles will be accepted for the jury, based on strong overall design, technique, and originality of work)
- ◆ Work that replicates another artist's personal style (not to be confused with traditional work)
- ◆ Work where the majority of the piece is made outside of Kentucky
- ◆ Classroom/student work (Applicants must be 16 years old.)
- ◆ Work produced more than 3 years ago
- ◆ Plants
- ◆ Food (See process for including food vendors in Kentucky Crafted: The Market)
- ◆ Crafts identified as Native American crafts, but not made by Native Americans. (The Indian Arts and Crafts Act of 1990 makes it illegal to sell or display for sale any product not made by Native American Indians in a way that falsely suggests that it was. If submitting Native American work, please submit a copy of your card for authenticity purposes, which will be kept on file at the Craft Marketing Program office.)

*Visual arts (paintings, prints, drawings, photographs, and printed products derived from original two-dimensional art) are juried by the Kentucky Arts Council, by a panel of artists and art professionals. Artists accepted at the visual arts jury are not juried participants of the Craft Marketing Program but may exhibit at Kentucky Crafted: The Market. Please contact Heather Lyons, toll free, 1/888/592-7238, 502/564-3757, ext. 4812, or e-mail: heather.lyons@ky.gov, for additional information.



****Books are not eligible for jurying in the Craft Marketing Program; however, if your book has been reviewed and accepted by the Kentucky Book Fair Committee, you are eligible to exhibit at Kentucky Crafted: The Market. Contact Charla Reed, toll free, 1/888/592-7238, ext. 4815, or e-mail: charla.reed@ky.gov for additional information. Contact the Kentucky Book Fair Committee: 502/564-8300, ext. 297, for information on their book selection process.**

***** Food Vendors may contact Elizabeth M. Smith, Department of Agriculture, 502/564-6571, or e-mail Elizabeth.Smith@kyagr.com for information on the Kentucky Proud food program, or visit their website: http://www.kyagr.com/mkt_promo/index.htm.**

Mentor Program: An applicant whose work does not meet the minimum jury cut-off score, but whose score falls within a few points of the qualifying score, may be eligible for the Craft Marketing Program (CMP) mentor program. Applicants selected as eligible for the mentor program who agree to participate will work with a juried participant mentor who will assist the applicant in understanding how to bring his/her work to the standards required by the CMP. After the applicant has successfully completed the mentor program and after the mentor has filed a successful "Mentor Completion Report" with the CMP, the applicant will be accepted into the juried portion of the CMP and granted all the benefits therein, without having to wait an additional year and rejury.

Resubmitting Work: Applicants whose work is not accepted by the jury during a particular jury session may rejury as many times as they wish. Jurors' comments should be taken into consideration and the appropriate changes made towards successfully reapplying at future jury sessions. The Craft Marketing Program jury is intended to be a fair and equitable process. The comments made by the jurors do not attempt to give a complete critique of each entry but are provided in the spirit that they will aid in and not hinder growth of applicants who desire to develop their businesses through the Kentucky Craft Marketing Program. Although there is no appeal process, Craft Program staff is available for consultation regarding clarification and interpretation of jurors' comments. Many successful juried participants have been accepted only after jurying several times, so rejection should not be seen as final.

All applicants will remain on the Craft Marketing Program Registry and will continue to receive Craft Program mailings concerning jury sessions and workshops.

New Work by Juried Participants: The Program wishes to encourage the evolution of juried participants' creative work. However, work in a different medium, or work that represents a substantial departure from the work originally accepted, must be approved through the jury system. When in doubt, juried participants may submit samples of new work for review by Program staff. Written notification on eligibility, or the need to jury new work, will be provided to the craftsperson and maintained in Program files. Juried participants may not display work that has not been accepted through the jury process at Craft Marketing Program events. Kits used for the reproduction of juried participants' original designs and sold at Program events must also be submitted to Program staff for review before being displayed. Please contact Program staff if



you have any questions regarding the most effective selection of items and entry groupings for the jury process.

Orientation Sessions: There are two orientation sessions held during the year: One is optional, and the other is mandatory.

Program Orientation - This introductory session is held annually after the jury session to provide basic information on wholesaling. It is also a time to learn about the Craft Marketing Program and its services. It is **not mandatory** for juried participants to attend, but it can be most helpful in getting started in the wholesale business. A small fee may be charged.

Market Orientation - This orientation is **mandatory** for first-time exhibitors at Kentucky Crafted: The Market. The information is directly related to exhibiting at The Market and includes tips on booth display, marketing materials, and other related subjects. Information on these orientation sessions will be sent through the mail to juried participants.

Maintaining Eligibility as a Juried Participant

Participation in Craft Marketing Program Sponsored Events: Juried participants are required to participate in at least one Craft Marketing Program event in the three years following their jury date and each subsequent three-year interval. These events include:

- Kentucky Crafted: The Market
- New York International Gift Fair
- Governor's Derby Day Celebration
- Folklife Festival
- Capitol Building display case
- Workshops (attendee or presenter)
- Volunteering
- Gifts and other special events and displays sponsored by the Program

Juried participants will receive notification and appropriate applications for each event. When necessary, participation may be limited, and applications will be accepted on a first-come, first-served basis, by drawing, seniority in the Program, merit, or a combination of the above. Juried participants may be required to meet further criteria, depending on the nature of the event. If, at the end of every three years, a juried participant has not participated in any Program event, he/she will be required to rejury to maintain eligibility. Juried participants will receive written notice at the time their eligibility expires.

You will be notified by the Craft Marketing Program when participation in other events may be applied to your eligibility requirement.

Emergency Relief Policy - Appeal Process: In the event of serious, long-term, personal and/or family illness, or other catastrophic or disastrous event, that prevents a juried participant from active participation in a Program-sponsored event within a three-year period of time, a



letter must be submitted to the Program Director for reconsideration of your juried status, stating why, and requesting exemption from re-jurying.

Quality Standards: In order to remain eligible, juried participant work presented for sale or exhibition through Program events must maintain the quality standards accepted by the jury.

If Program staff determine that the overall quality of a juried participant's work has declined, or if the overall quality of the work in the Program has improved beyond the quality of the participant's work, the participant will be required to rejury. Participants will receive written notice and will be given a probationary period within which to make improvements.

Product Review: Program staff will review booths/displays at every Program event for compliance with the Program regulations. If it is determined that items on display are not consistent with work represented by samples or slides accepted by the jury, the exhibitor will be asked to remove those items from the booth and to present them for jurying at the next session. Photos or slides of accepted juried work will be maintained as a record by the Craft Marketing Program and used as a comparison when reviewing displayed work. Non-juried works may be represented in exhibitor's printed material but may not be displayed at events sponsored by the Program.

Juried participants are to comply with all established policies of the Program relating to eligibility and participation in Program events. Only items in keeping with those originally accepted by the jury may be tagged with the "Kentucky Crafted" logo.

Jurying is not the intent of this process; rather, the intent is to ensure that work displayed is consistent with the quality standards of the Craft Marketing Program.

Professional Practices: Juried participants are to operate their businesses according to professional industry standards, including pricing (50% discount off retail price for wholesale), show participation, delivery of goods, etc. Rules for each Craft Marketing Program event will be provided to each participant prior to the event. Juried participants not in compliance with these rules and professional practices will be put on notice. If a satisfactory resolution is not obtained, the juried participant may become ineligible for participation in Program events.

Sale of Business: If ownership of a juried participant's craft business is transferred or sold, all parties involved in the transfer/sale of the business shall submit a written request outlining the terms of the agreement and requesting the transfer of the "Kentucky Crafted" status to the new owner(s) with the sale. All items produced by the new owner(s) and to be displayed under the Kentucky Crafted banner must be consistent with work originally accepted by the jury. Items must be submitted to the Craft Marketing Program for review prior to participation in any Program activities, and no later than six (6) months following the sale of the business.

Delinquent Accounts: Juried participants must meet established payment deadlines for Program events and services. Accounts remaining unpaid 90 days after the first notice will result in the participant's disqualification from juried services. In the case of an extenuating circumstance, a payment schedule may be established within the 90-day period. All notices of



disqualification from the Program due to delinquent accounts will be made in writing; however, rejurying may be required.

Residency: Juried participants who are no longer residents of the state (as determined by KRS 141.010), or craft production centers who move their bases of operation outside the state, will automatically become ineligible and will be removed from the list of Craft Marketing Program juried participants. A participant who reestablishes residency in Kentucky within the three-year eligibility period may regain eligibility status without having to rejury, unless juried crafts have changed substantially or they wish to submit new work.

Lifetime Program Honorary Juried Participant Membership: The Program has established a Kentucky Crafted Emeritus Award with lifetime honorary juried participant membership to recognize those Program juried participants and Kentucky craft artists who have achieved an exemplary level of accomplishment and/or notable state or national recognition. Nominations are solicited from Program juried participants.

Selection will be based on, but not limited to, some, or all of, the following: quality of work, Program juried participant active status for ten or more consecutive years; acknowledgement from state and national groups with awards or honors, such as American Craft Council Fellow, Kentucky Guild of Artists and Craftsmen Fellow, Rude Osolnik Award, Governor's Award, Artist Fellowship, or National Endowment for the Arts Fellowship. A significant record of contribution to the craft community in other areas will also be considered.

Honorary members will be eligible for all Program activities without the need to jury or rejury their work or new work and will receive all Program event notifications and mailings. Members will participate in special events targeted specifically for them or their work. Promotion to marketing/show entities will be at the member's discretion.

Craft Marketing Program Endorsements

It is the intent of the Craft Marketing Program to endorse only craftspeople whose works meet the standards of the jury review process.

The Craft Marketing Program may provide assistance to outside agencies, both profit and nonprofit, and may periodically co-sponsor activities with certain agencies to the mutual benefit of that agency, and to the extent that they serve the purpose and goals of Kentucky craft businesses and the Program. The Craft Marketing Program does not attempt to evaluate other agencies, services, or programs, nor offer endorsements of the same. However, after a long-standing relationship is established with reputable authorities whose standards are in keeping with the Craft Marketing Program, an endorsement may be considered.

Additionally, all solicitation of juried participants for Craft Marketing Program events will come directly from the Program. Referrals of craftspeople from the Craft Marketing Program to other organizations, agencies, etc., does not indicate an endorsement of those organizations, etc., by the Program. Likewise, a listing of these agencies, authorities, or groups in Craft Marketing Program materials is intended to serve as a resource for craftspeople and not as an endorsement.



The Kentucky Craft Marketing Program complies with Title VI of the Civil Rights Act of 1964; Labor Standards under Section 5(l) of the National Foundation of the Arts and Humanities Act of 1965; the Rehabilitation Act of 1973; Title III of the Age Discrimination Act of 1975; Title IX of the Education Amendments; the Americans with Disabilities Act; and the Civil Rights Act of 1991.

The Kentucky Craft Marketing Program does not discriminate on the basis of race, color, creed, religion, national origin, age, sex, or disability.